

This whole issue comes down to one thing - the local advertising dollar. Traditional broadcasting stations (terrestrial origin) want to protect their turf on local dollars. But why they are going after satellite broadcast is ridiculous. XM is a national broadcaster, which competes for the national advertising accounts, just like a number of other mediums do. I can't ever remember hearing a local ad on XM.

The recent launch of local weather and traffic has absolutely solidified my satisfaction with XM Radio. I live in the Los Angeles DMA, which has about the worst selection of FM station, and is also controlled by a small group of conglomerates, like the hated Clear Channel. The only time I ever listened to LA radio was for traffic, now that XM offers local traffic, I have no reason to listen to terrestrial broadcast. It's all about the money, people. I know, because I spent 15 years as a media buyer and planner for advertising agencies, and the advertising dollar was king.

FCC, do us all a favor and leave satellite radio alone. The people want and deserve options. Let there be fair competition for the advertising dollar, local and national.